



COUNTY OF LOS ANGELES

DEPARTMENT OF PUBLIC WORKS

"To Enrich Lives Through Effective and Caring Service"

900 SOUTH FREMONT AVENUE
ALHAMBRA, CALIFORNIA 91803-1331
Telephone: (626) 458-5100
www.ladpw.org

ADDRESS ALL CORRESPONDENCE TO:
P.O. BOX 1460
ALHAMBRA, CALIFORNIA 91802-1460

September 22, 2004

IN REPLY PLEASE
REFER TO FILE: GME-0

TO: Each Supervisor

FROM: Donald L. Wolfe
Interim Director of Public Works

A handwritten signature in black ink, appearing to read "Donald L. Wolfe", is written over the typed name and title.

RUBBERIZED ASPHALT CONCRETE TECHNOLOGY CENTER

The County of Los Angeles Southern California Rubberized Asphalt Concrete Technology Center, established in July 1997, is a joint partnership with the California Integrated Waste Management Board (CIWMB) and the County of Sacramento. The CIWMB provides funding for the Center in an effort to reduce the State's stockpile of scrap tires and help conserve landfill space. The Center's mission is to promote the use of crumb rubber from scrap tires in roadway surface materials through education, training, and technical consultation to local agencies within Southern California (Counties and Cities of San Luis Obispo, Santa Barbara, Ventura, Los Angeles, Orange, Riverside, San Bernardino, San Diego, and Imperial). Public agencies contact Public Works through the Center for information on rubberized asphalt concrete (RAC). The following summarizes our activities and efforts to increase the use of RAC by local governments in Southern California:

Assembly Bill (AB) 338

The Chief Administrative Office issued an update on the pursuit of County positions on State legislation to your office on August 23, 2004. This update informed you that, consistent with a previously Board approved report by the Los Angeles County Integrated Waste Management Task Force, our Sacramento advocates would support AB 338. The Center met with Assembly Member Levine on August 24, 2004, to discuss and present a letter of support for AB 338 (see Attachment A). AB 338, if enacted, would require the California Department of Transportation (Caltrans) to use a specified percentage (by ton) of asphalt containing crumb rubber on State highway construction and repair projects slated to use asphalt as a construction material. AB 338, if enacted, would divert thousands of waste tires from landfill disposal and significantly influence and stimulate the development of markets for recycled waste tires. Because AB 338 would increase the demand for rubberized asphalt, the trade industry (manufacturers,

contractors, suppliers, etc.) will be encouraged to invest in equipment and research in its application. New applications will improve the cost competitiveness of using RAC for cities and counties, and ultimately resulting in a reduction of the landfill disposal of waste tires.

CIWMB, Caltrans, and County of Sacramento

On August 24 through September 14, 2004, in an effort to share ideas, cooperatively enhance the Center's services, and achieve CIWMB's objectives, we met individually with Caltrans staff, CIWMB members, advisors and managers, and staff from the County of Sacramento Northern California Rubberized Asphalt Concrete Technology Center. The Center's Strategic Plan, as described in Attachment B, was also discussed. The CIWMB members we met with included Cheryl Peace, Rosario Marin, Rosalie Mule, Michael Paparian, and Carl Washington. We also met with advisors to CIWMB members Linda Moulton-Patterson and Carl Washington, CIWMB Executive Director Mark Leary, and CIWMB Deputy Director Jim Lee.

The Center has continued to promote the use of crumb rubber to local agencies within Southern California by conducting over 46 RAC workshops for selected cities in Southern California, participating in over 85 technical workshops and 100 conferences/conventions, and distributing over 5000 publications. The Center continues to maintain a website receiving an average of 18,000 hits per month and a toll-free hotline receiving an average of 30 calls per month. On January 19, 2004, the Rubber Pavements Association selected the Center for the Market Development Award. With these accomplishments, the Center has substantiated its success in promoting the use of crumb rubber and diverting scrap tires from disposal facilities.

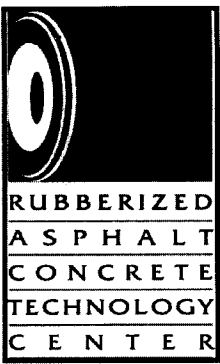
Public Works continues to be a leader in the use of RAC in road pavements by placing more RAC with a higher success rate than any other agency in California. Since 1993, we have resurfaced over 1800 lane miles with RAC, using over 3.6 million scrap tires (2000 tires per lane mile). In addition, we successfully diverted over 50,000 additional scrap tires from landfills by using rubberized asphalt slurry on more than one million square feet on local streets and highways (approximately one tire is used for every 700 square feet of slurry). We currently specify RAC on approximately 75 percent of our arterial highway resurfacing projects.

If you have any questions, please have your staff contact Reza Izadi, Program Director of the Center, at (626) 458-4911.

JAB:jab/P:\gmepub\secretarial\RACTC\RACTCsupvmemo.doc

Attach.

cc: Chief Administrative Office
Executive Office



REZA IZADI, Program Director
JEANET BABAUTA, Assistant Program Director

COUNTY OF LOS ANGELES

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ATTACHMENT A

ADDRESS ALL CORRESPONDENCE TO:
P.O. BOX 1460
ALHAMBRA, CALIFORNIA 91802-1460

August 23, 2004

IN REPLY PLEASE

REFER TO FILE: GME-5

The Honorable Assembly Member Lloyd E. Levine
The State Assembly
State Capitol, Room 6011
Sacramento, CA 95814

Dear Assembly Member Levine:

**COUNTY OF LOS ANGELES
RUBBERIZED ASPHALT CONCRETE TECHNOLOGY CENTER
SUPPORT FOR AB 338 (LEVINE): CRUMB RUBBER ASPHALT**

The County of Los Angeles Southern California Rubberized Asphalt Concrete Technology Center (SCRACTC) supports Assembly Bill (AB) 338. AB 338, if enacted, would require the California Department of Transportation (Caltrans) to use a specified percentage (by ton) asphalt containing crumb rubber on State highway construction and repair projects slated to use asphalt as a construction material.

AB 338, if enacted, would significantly influence and stimulate the development of markets for recycled waste tires. The projected diversion of hundreds of thousands of waste tires from landfill disposal is a notable benefit of this new requirement on Caltrans. Because AB 338 would increase the demand for rubberized asphalt, the trade industry (manufacturers, contractors, suppliers, etc.) will be encouraged to invest in equipment and research in its application. New application will improve the cost competitiveness of using Rubberized Asphalt Concrete (RAC) for cities and counties, and ultimately resulting in a reduction of the landfill disposal of waste tires. It is through SCRACTC that public agencies are able to contact Public Works for information on RAC.

AB 338 is consistent with SCRACTC's mission of promoting the use of crumb rubber from scrap tires in roadway surface materials through education, training, and technical consultation to local agencies within Southern California (Counties and Cities of San Luis Obispo, Santa Barbara, Ventura, Los Angeles, Orange, Riverside, San Bernardino, and San Diego).

The Honorable Assembly Member Lloyd E. Levine
August 23, 2004
Page 2

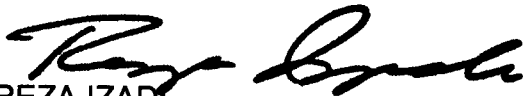
Background

The SCRACTC, established in July 1997, is a joint partnership with the California Integrated Waste Management Board (CIWMB). SCRACTC is funded by CIWMB in an effort to reduce the State's stockpile of scrap tires and help conserve landfill space. Since its inception, SCRACTC has conducted over 45 RAC workshops at selected cities in Southern California, participated in over 85 technical workshops and 100 conferences/conventions, and distributed over 5000 publications promoting RAC. The SCRACTC maintains a website, receiving an average of 18,000 hits per month, and a toll-free hotline, receiving an average of 30 calls per month, to address inquiries from various public agencies and interested parties. On January 19, 2004, the Rubber Pavements Association selected the SCRACTC as the recipient for the Market Development Award.

The County of Los Angeles Department of Public Works continues to be a leader in the use of RAC in road pavements. Public Works has placed more RAC with a higher success rate than any agency in California. Since 1993, Public Works has resurfaced over 1,800 lane miles with RAC, using over 3.6 million waste tires (2,000 tires per lane mile). In addition, Public Works has been successful in diverting over 50,000 waste tires from landfills by placing over one million square feet of rubberized asphalt slurry on local streets and highways (approximately one tire is used for every 700 square feet of slurry). Public Works currently specifies RAC on approximately 75 percent of its arterial highway resurfacing projects.

If you have any questions, please contact me at (626) 458-4911 or Ms. Jeanet Babauta, Assistant Program Director, at (626) 458-4989.

Very truly yours,



REZA IZADI
Program Director
Southern California Rubberized Asphalt Concrete Technology Center

JAB

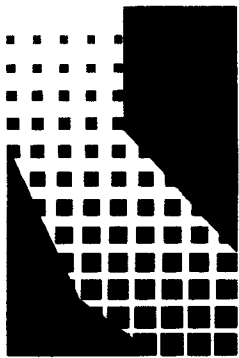
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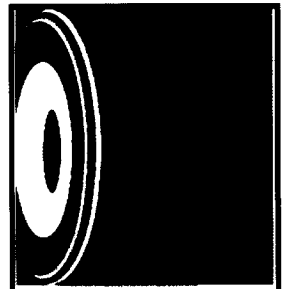
cc: Board Members of the California Integrated Waste Management Board
(Nate Gauff, Mark Leary, Jim Lee)
County of Sacramento Department of Public Works (Theron Roschen)

ATTACHMENT B

SOUTHERN CALIFORNIA RUBBERIZED ASPHALT CONCRETE TECHNOLOGY CENTER



INTEGRATED
WASTE
MANAGEMENT
BOARD



RUBBERIZED
ASPHALT
CONCRETE
TECHNOLOGY
CENTER

◆ Mission ◆

Promote the Use of Crumb Rubber from Scrap Tires in
Roadway Surface Materials.

GOALS, STRATEGIES, AND
OBJECTIVES
FY 2004-05



**RUBBERIZED ASPHALT TECHNOLOGY CENTER
LOS ANGELES COUNTY DEPARTMENT OF PUBLIC WORKS
GOALS, STRATEGIES, AND OBJECTIVES**

EXECUTIVE SUMMARY

The Southern California Rubberized Asphalt Concrete Technology Center (Center) of the County of Los Angeles, established in 1997, joined the California Integrated Waste Management Board (CIWMB) and the County of Sacramento in an effort to help conserve landfill space by reducing the State's stockpile of scrap tires. The Center's role is to promote the use of crumb rubber from scrap tires in roadway surface materials by providing education, training, and technical consultation to local agencies within Southern California (Counties and Cities of San Luis Obispo, Santa Barbara, Ventura, Los Angeles, Orange, Riverside, San Bernardino, San Diego, and Imperial).

Sjoberg and Evashenk Consulting (SEC), on behalf of the CIWMB, reviewed the Center's operations and activities and provided their recommendations in a draft report titled, "Evaluation of the Northern and Southern California Rubberized Asphalt Concrete Technology Centers," dated March 26, 2004. In an effort to improve its services and strengthen its commitment in promoting the use of rubberized asphalt concrete, the Center adopted all of the recommendations outlined in the SEC report. The Center identified four goals to enhance its services:

Goal 1: Effective Marketing

The Center will continue to develop materials and marketing strategies that increase the awareness of its mission and services by 1) developing a database of contact information for key representatives in each county, industry, and selected local agencies (i.e. material testing firms and consulting firms dealing with Municipality/Public Agency contracts, non-profit trade/professional organizations), 2) identifying additional opportunities to promote the use of RAC through the Center's existing newsletter, internet website, and toll-free hotline along with its continued efforts to conduct workshops and participate in tradeshow, conferences, and conventions.

Goal 2: Enhance Outreach

The Center will enhance its outreach program by educating and training local government officials, contractors, rubberized asphalt producers, and other local non-transportation officials in the Southern California area on the design, construction, and inspection of RAC by 1) developing and delivering instructional materials and 2) conducting workshops specifically for contractors, rubberized asphalt producers, and other local non-transportation officials.

Goal 3: Workforce Excellence

The Center will enhance quality and productivity of our services by 1) promoting RAC throughout Southern California on a full-time basis, 2) working with the Northern Technology Center to develop an established procedure for sharing and coordinating information to ensure that our collective promotional materials and guidelines convey consistent messages skillfully marketing the use of RAC, and 3) developing a collaborative relationship with Caltrans at its headquarters and selected regional offices with the goal of increasing the use and affordability of RAC for local agencies.

**RUBBERIZED ASPHALT TECHNOLOGY CENTER
LOS ANGELES COUNTY DEPARTMENT OF PUBLIC WORKS
GOALS, STRATEGIES, AND OBJECTIVES**

Goal 4: Workforce Effectiveness

The Center will ensure its service delivery systems are efficient, effective, and goal-oriented by 1) developing bench marks and performance measures for RAC activities including a process to track and link current levels of interest in RAC by local agencies (i.e. survey assessments to determine the level of needed services, promotional information, customer service satisfaction), and 2) continuing its dialogue with the Board through its existing quarterly report program that summarizes the Center's performance in achieving its goals and objectives, in the effectiveness of its strategies, and in its productivity with respect to the allocation of its time and expenses.

Since its inception, the Center has conducted over 45 RAC workshops at selected cities in Southern California, participated in over 85 technical workshops and 100 conferences/conventions, and distributed over 5000 publications promoting the use of RAC. The Center maintains a website receiving an average of 18,000 hits per month and a toll free hotline, receiving an average of 30 calls per month from various public agencies and interested parties. On January 19, 2004, the Rubber Pavements Association selected the Center as the recipient for the Market Development Award for its continued and outstanding efforts with marketing RAC. With enhanced services, the Center will further substantiate its accomplishments and broaden its success in promoting the use of RAC to local agencies.

SOUTHERN RUBBERIZED ASPHALT TECHNOLOGY CENTER GOALS, STRATEGIES, AND OBJECTIVES

INTRODUCTION

This Strategic Plan outlines goals, strategies, and objectives to promote the use of Rubberized Asphalt Concrete (RAC) in Southern California. The Strategic Plan primarily focuses on providing local governments with education, training, and consulting services in an effort to increase its use in Southern California and develop advocates of RAC.

GOAL 1: EFFECTIVE MARKETING

Develop promotional materials and marketing strategies that increase the awareness of the Technology Center, its mission and services.

STRATEGY 1: Develop database of contact information of key representatives in each county, industry, and in selected local agencies by June 2005.

Task 1: Meet with key representatives from selected cities from the following counties to promote RACTC services: San Luis Obispo, Santa Barbara, Ventura, Tulare, Kern, San Bernardino, Riverside, Orange, San Diego, and Imperial.

Task 2: Meet with material testing firms and consulting firms dealing with Municipality/Public Agency Contracts (Architects, Engineers, etc.) to promote RACTC services.

Task 3: Collaborate with Professional Organizations (i.e. Asphalt Pavement Association, Rubberized Pavement Association) in providing additional technical support limited to specific issues, concerns, or problems (i.e. applications, usage, manufacturing, supplies, equipment, testing, etc.) with RAC.

STRATEGY 2: Identify and resolve technical issues inhibiting the use of RAC.

STRATEGY 3: Identify additional opportunities to promote the use of RAC by March 2005.

Task 1: Create a newsletter linked to the internet website and accessible by email that provides information on RACTC activities, meetings, scheduled workshops, and features completed RAC projects.

Task 2: Update and maintain the internet website.

Task 3: Maintain the toll-free hotline.

STRATEGY 4: Attend, exhibit, and provide presentations at three tradeshow, conferences and/or conventions by December 2004.

SOUTHERN RUBBERIZED ASPHALT TECHNOLOGY CENTER GOALS, STRATEGIES, AND OBJECTIVES

GOAL 2: ENHANCE OUTREACH

Develop outreach programs that educate and train local government officials, rubberized asphalt producers, and other local non-transportation officials in the Southern California area on the design, construction, and inspection of RAC.

STRATEGY 1: Develop and deliver instructional materials for local government officials, rubberized asphalt producers, consultants, and other local non-transportation officials in the Southern California area by February 2005.

Task 1: Conduct workshops specifically for contractors, consultants, professional organizations, and universities.

Task 2: Update the informational brochures, inspection manual, and PowerPoint presentations which highlight the number of successful RAC projects completed in Southern California to date and amount of tires diverted from landfills and recycled.

STRATEGY 2: Provide local agency contacts for RAC project information to interested stakeholders, neighboring jurisdictions, and RAC users by December 2004.

GOAL 3: WORKFORCE EXCELLENCE

Enhance the quality and productivity of our services.

STRATEGY 1: Assign a full-time staff to the Center by August 2004.

STRATEGY 2: Share and coordinate information with the Northern Technology Center to ensure that the Centers' representatives and collective materials and guidelines convey consistent messages and broadly promote the RAC product by August 2004.

STRATEGY 3: Develop a collaborative relationship with Caltrans headquarter office and selected regional offices with the goal of increasing the use and affordability of RAC for local agencies by January 2005.

SOUTHERN RUBBERIZED ASPHALT TECHNOLOGY CENTER GOALS, STRATEGIES, AND OBJECTIVES

GOAL 4: WORKFORCE EFFECTIVENESS

Ensure that the service delivery systems are efficient, effective, and goal-oriented.

STRATEGY 1: Develop benchmarks and performance measures and a process to track and link efforts or success in the use of RAC by December 2004.

Task 1: Survey the target audience (i.e. cities, counties, consulting firms, contractors, etc.) to ensure current and future asphalt product decision makers are receiving needed services and promotional information.

Task 2: Continue to provide survey assessments at the end of every workshop and e-mail inquiries to determine the level of customer service satisfaction.

STRATEGY 2: Continue to submit quarterly reports to the Board that summarize 1) our performance in achieving our goals and objectives, 2) the effectiveness of our strategies, and 3) our productivity that ties in with the allocation of our time and expenses by December 2004.